



Contact:
Curt Stoelting, CEO
Or
Peter Nicholson, CFO
630-573-7200

**RC2 CORPORATION'S LEARNING CURVE® BRANDS ROLLS-OUT
EXTENSIVE *CHUGGINGTON*™ TRAIN LINE AND EXPANDS POPULAR
BRANDS, DEBUTING POWERHOUSE 2011 LINE-UP AT AMERICAN
INTERNATIONAL TOY FAIR**

***New line-up features much-anticipated launch of Chuggington™ Interactive and
Wooden Train Sets as well expanded offerings in Dinosaur Train, Thomas & Friends
Wooden Railway, Lamaze Infant Development System,
John Deere and Johnny Lightning®***

OAK BROOK, IL (February 14, 2011) Learning Curve® Brands, Inc. (www.learningcurve.com), a wholly owned subsidiary of RC2 Corporation (NASDAQ: RCRC) and a leader in creating innovative toys for children of all ages, debuts a wide range of new toys at the 2011 American International Toy Fair (Booth #1377). Spearheaded by the expansion of the popular **Chuggington** brand into both Interactive and Wooden train set categories, along with the introduction of new items from the best-selling **Dinosaur Train** brand, the Company continues its tradition of developing fun and original toys.

In addition to the two new and innovative **Chuggington** product lines, the top performing **Dinosaur Train** line expands for even more interactive and educational role play, while the Company's evergreen **Thomas & Friends Wooden Railway**, **John Deere** and **Johnny Lightning** brands unveil exciting, new items. For the younger set, Learning Curve's **Lamaze Infant Development System** brand debuts a new infant book line alongside its flagship developmental toy offerings. Across all brands, Learning Curve's 2011 line-up encourages development, learning and most importantly, play, reinforcing **Learning Curve's** status as a trusted resource for parents and gift-givers alike.

Chuggington

For holiday 2010, Learning Curve Brands unveiled its line of **Chuggington Die-Cast** toys based on Ludorum's popular animated series, **Chuggington**. Developed to deliver action-packed train play, the **Chuggington Die-Cast** line includes a range of collectible engines and playsets and will be available at expanded U.S. retail locations in 2011.

Making its debut at Toy Fair 2011 is the **Chuggington Interactive Railway**, featuring a number of key product innovations that bring train play to life like never before. SmartTalk™ technology enables **Chuggington Interactive Railway** engines to recognize and interact with each one another and with major train stops in the collection, creating a truly unique play experience. Key items include the **All Around Chuggington Set**, a lights and sounds set loaded features such as spiraling elevation and interactive train stops, destinations and more. The **Bridge & Tunnel Starter Set** delivers **Chuggington** excitement and energy in a 23-piece set perfect to get any fan started on their **Chuggington Interactive Railway** journey!

In addition, the **Chuggington Wooden Railway** is being introduced exclusively for specialty retail stores. Combining the excitement of Chuggington with the classic appeal of wooden train play, the **Chuggington**

(more)

Wooden Railway features a series of robust, brightly colored engines, starter train sets and innovative modular “2-in-1” buildings and tunnels all constructed of classic, high-quality wood. The **Chuggington Wooden Railway** is expandable and compatible with all other major wooden railway toys. Key sets include the **Over & Under Starter Set** and the **Double-Decker Roundhouse**, a must-have, iconic Chuggington locale.

Dinosaur Train

On the heels of its successful 2010 launch, Learning Curve will continue to expand the popular **Dinosaur Train** product line based on **The Jim Henson Company’s** animated series on PBS Kids. Highlights of Learning Curve’s 2011 line include new additions to the popular **InterAction Figure** collection, adding Don Pteranodon and Hank Ankylosaurus to the current **Dinosaur Train** friends who can recognize and respond to one another through SmartTalk technology. Other new items include the **Time Tunnel Mountain Set**, a lights and sound motorized train inspired by the adventures of Buddy and his family, and more than 30 new **Dinosaur Train collectible figures**, available in early 2011 and the whimsical **Boris Storage Case** that holds up to 20 assorted collectible figures.

Thomas & Friends Wooden Railway

Learning Curve’s perennially popular Thomas & Friends Wooden Railway line remains the classic train system that moms and dads rely on to bring the cherished **Thomas & Friends** stories to life. Thomas and his friends on the Island of Sodor embark on even more adventures in 2011, as fans delight in the new engines, destinations and sets. New additions include the all-new “**Day of the Diesels**” product line, featuring thematic sets and destinations from the eagerly-anticipated CG-animated movie to be released on DVD in September 2011 (Lionsgate). These new sets combine seamlessly with previous Thomas Wooden Railway lines, allowing old favorites to be introduced to new friends.

Lamaze (www.lamazetoys.com)

Learning Curve’s Lamaze brand is dedicated to creating products that help baby grow, discover and learn. Parents have known and trusted the Lamaze brand for more than 50 years and Learning Curve’s 2011 Lamaze introductions build on that heritage, designed to support infant milestones and encourage early bonds. New for 2011 is a line of books for babies from birth and up. Featuring content written by prominent child development expert Dorothy Singer, Ed. D., the new **Lamaze Book** line includes soft books, board books, and book & plush gift sets. In addition to the Lamaze Book line, the award-winning **Lamaze Infant Development System** has added products specifically designed to grow with baby as their skill levels expand, thereby extending play value. Learning Curve has also added to the popular **Lamaze Play and Grow line**, **Lamaze Tunes** family and more.

Ertl / John Deere

From rough and rugged sandbox vehicle play to the most intricately detailed collectible, Ertl’s **John Deere** is the only brand that promotes the best of farm and construction play for kids of all ages! New for 2011, Learning Curve will debut a range of new John Deere items, including educational preschool products to ultra-tough, radio controlled vehicles to die-cast farm and construction replicas. Key new items include the **Shake N Sounds Monster Treads** and a refreshed **John Deere Foot to Floor Tractor**. In addition new items in the **John Deere Pink Preschool** line join the more than 80 new John Deere replicas, in all scales, that round out this extensive offering.

Johnny Lightning

For more than 40 years, **Johnny Lightning** has set the standard for die-cast car authenticity and collecting excitement. The brand’s Forever 64 series continues to offer unprecedented quality and detail at affordable, collectible prices. With brand new models, limited releases, exciting themes and highly sought-after chase programs, this line will be a “must have” for every die-cast collector in 2011.

About RC2 Corporation

RC2 Corporation (NASDAQ: RCRC, www.rc2.com) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles and infant and toddler products. RC2’s infant, toddler and preschool products are marketed under its Learning Curve® (www.learningcurve.com) family of brands which includes The First Years®, Lamaze® and JJ Cole® Collections brands, as well as popular and classic licensed properties such as *Thomas & Friends*, *Special Agent Oso*, *Chuggington*, *Dinosaur Train*, John Deere,
(more)

Disney's *Winnie the Pooh*, *Princesses*, *Cars*, *Fairies* and *Toy Story*, and other well-known properties. The Company's youth and adult products are marketed under the Johnny Lightning® (www.johnnylightning.com) and Ertl® (www.ertl.com) brands. RC2 reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia and Asia Pacific.

Forward-looking Statements

Certain statements contained in this release contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words or phrases such as "anticipate," "believe," "could," "expect," "intend," "may," "plans," "potential," "target," "should," "will" and "would." Such forward-looking statements are inherently subject to known and unknown risks and uncertainties. The Company's actual results and future developments could differ materially from the results or developments expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.

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